

SCHOOL BROADCAST CONFERENCE

PROGRAM

Thirteenth Annual Meeting

All members of the conference are asked to register at the Registration Desk in the Exhibition Hall, Mezzanine Floor. Ushers will ask for *SBC Badge* at the entrance to all meetings.

October 18, 19, 20

SHERMAN HOTEL

Chicago

1949

EXHIBITORS

Every member of the School Broadcast Conference is urged to visit the exhibits, meet the exhibitors. In many instances they can be of genuine service to you. EXHIBITION HALL, Mezzanine Floor, Sherman Hotel.

SPACE

Freed Radio Corporation—Harold Boxer.....	1
Ampro Corporation—E. N. Nelson.....	2
Collins Radio Company—F. J. Pippenger and Harold O. Olson.....	3
Recorder Sales Company—Howard L. White.....	7
General Electric Company—Ross Reynolds.....	8
Victor Animatograph Corp.—Walter Vance.....	9
Prairie Farmer—WLS—Josephine Wetzler.....	10
Radio Corporation of America—RCA-Victor Distributing Corp.—L. Lehman	11
Unusual Products Co.—J. F. Rice, Jr.....	12
Columbia Records, Inc.—Bob Kirsten.....	13
Zenith Radio Corporation—Ted Leitzel.....	18-19
Mills Recording Company—Ron Mills.....	20-21-22
U. S. Treasury—Ralph C. Smith.....	23-24

EDUCATIONAL EXHIBITS

Entries in the annual Utilization Competition, as well as other interesting educational radio materials, are on display in the EXHIBITION HALL, north end, Mezzanine Floor, Sherman Hotel.

YOU ARE INVITED TO VISIT THE EXHIBITS

ADMISSION TO SESSIONS

Admission to meetings will be by badge only. Advance registration cards must be exchanged at registration desk for badge. Lunches are open to the public upon purchase of ticket. Please make your luncheon ticket purchases or reservations as early as possible at the registration desk.

LOCATION OF MEETING ROOMS

The Sherman Hotel uses the European custom in numbering floors. The "first-floor" is the one above the mezzanine. All meeting rooms are on the First Floor except Exhibition Hall, Ball Room, and Parlors "L-M-O" which are on the Mezzanine.

GROUP DISCUSSION MEETINGS

All meetings of the Conference are "open-discussion" sessions. Members of the Conference are invited to "request the floor," to present questions, state problems, or relate their own educational radio experiences. Panel members are resource persons, rather than formal speakers. They are here to help you with your broadcasting and utilization problems. Let's exchange experiences to the end that our understanding and use of the medium of radio will be greater, more meaningful, and more important.

RADIO AND TELEVISION TICKETS

The assistants at the registration desk will arrange tickets where available, for both radio and television programs. Place your requests as early as possible.

VISIT RADIO COUNCIL — WBEZ STUDIOS AND TRANSMITTER

You are cordially invited to visit the studios and transmitter of the Radio Council—WBEZ, owned and operated by the Chicago Board of Education. Studios: 7th floor, 228 N. La Salle, two blocks north of Sherman Hotel on La Salle Street. Transmitter: 41st floor, Morrison Hotel, two blocks south of Sherman Hotel on Clark Street.

WJJD and WFMF

(CHICAGO)

Congratulate

THE
**SCHOOL
BROADCAST
CONFERENCE**

on its 13th anniversary and thank the CHICAGO BOARD
OF EDUCATION for its twelve years of fine programs we
have broadcast over WJJD and WFMF

SCHOOL BROADCAST CONFERENCE PROGRAM

TUESDAY, OCTOBER 18

All in attendance at the Conference are asked to register at the Registration Desk, Main Exhibit Hall, North side, Mezzanine Floor, and to visit the Educational and New Equipment Exhibits.

9:00 A.M. Opening of Educational and New Equipment Exhibits

and

Registration — Main Exhibit Hall, Mezzanine Floor

9:45 A.M. Opening of Conference—George Jennings, Director

Posting of the Colors—ROTC, Chicago Public Schools

The Expanding Role of Radio and Television in Education—Louis XVI Room

Presiding: Judith C. Waller, Director of Public Affairs and Education, Central Division, National Broadcasting Company

SPEAKER

**Harold Shane, Professor of Education
Northwestern University**

ROUND TABLE

Vernon L. Nickell, Superintendent of Public Instruction, Illinois

Clyde Parker, Superintendent of Schools, Cedar Rapids, Iowa

Paul R. Pierce, Assistant Superintendent in Charge of Instruction and Guidance, Chicago Public Schools

Lee M. Thurston, Superintendent, Department of Public Instruction, Michigan

Deane E. Walker, Superintendent of Public Instruction, Indiana

G. E. Watson, Superintendent, Department of Public Instruction, Wisconsin

Professor Shane.

Members of the Conference are invited to participate in group discussion

**12:00 Noon Luncheon for Visiting Superintendents
(Invitation) Jade Room**

**1:15 P.M. Discussion Group—Classroom Use of Radio—
Crystal Room**

Presiding: Henrietta C. Brazeau, Director of Radio,
Pawtucket Public Schools, Rhode Island

Broadcast at 1:30 P.M.—WBEZ and WIND

America's Wonderlands: "Land of the Yellowstone,"
by Emilie Lephien, Teacher, Belding Elementary
School, Chicago. Cast: Student members, Central
Radio Workshop, Radio Council. Production: Rob-
ert R. Miller.

This broadcast series supplements social studies in
upper elementary grades. It may be used to moti-
vate geography, history, civics, conservation. Science
teachers will find it useful in motivating further
study of natural phenomena.

PANEL

Carl W. Dalrymple, Director, Audio-Visual Center,
Board of Education, Lansing, Michigan

Elizabeth E. Marshall, Assistant Director, Radio
Council

Margaret M. Oker, Principal, Pickard Elementary
School, Chicago

John Sternig, Principal, Central School, Glencoe,
Illinois

Panel members are "resource persons" rather than
formal speakers. Members of the audience are
invited to take active part in the discussion which
need not be limited to the program broadcast. Con-
sideration may well be given to the use of radio in
other subject areas and grade levels.

**2:00 P.M.—Radio Discussion Techniques as Teaching Meth-
ods—Louis XVI Room**

Presiding: Parker Wheatley, Director, Lowell Insti-
tute Cooperative Broadcasting Council, Boston

DEMONSTRATION

America's Junior Town Meeting

"Are Chain Grocery Stores Upsetting the Economic
Balance in the United States?"

MODERATOR

Robert C. Kennedy, Executive Secretary, America's
Junior Town Meeting League

STUDENT SPEAKERS

Wally Callahan

Bernadette Kennedy

Ken Nordquist

Patricia Zollinger

From Calumet High School, Chicago

Marcella G. Delehant, Teacher

PANEL

H. McCabe Day, Audio-Visual Center, Huntington
Public Schools, Huntington, Indiana

George Probst, Director, University of Chicago Round
Table

Barbara Alice Wolfe, National Council, Teachers of
English, White Plains, New York

Mrs. Delehant

Mr. Kennedy

2:15 P.M. Discussion Group—Classroom Use of Radio—Crystal Room

Presiding: Lorayne Palarine, Supervisor, Radio Education, St. Paul Public Schools

Broadcast at 2:30 P.M.—WBEZ and WJJD

Leaders for Tomorrow, a series of programs presenting outstanding students of the Chicago Public Schools, and their achievements. This week is the Centenary of the composer, Frederic Francois Chopin. Today, students from the Chopin Elementary School have, with their Principal, Hyacinth G. Drechney, remembered the man for whom their school was named. Moderator: Paul K. Taff, Radio Council.

This broadcast series serves as motivation for good citizenship, human relations, and character education.

PANEL

W. S. Albertson, Principal, Whittier School, Oak Park, Illinois

Herbert Erdmann, Director of Public Relations, Evansville Public Schools, Evansville, Indiana

Florence L. Gentlemen, Principal, Whitney School, Chicago

Marjorie Reich, Avondale School, Chicago

Mr. Taff and Mrs. Drechney

Members of the audience are invited to take active part in the discussion, which need not be limited to the program broadcast. Consideration may well be given to radio use on other grade levels and in other subject areas.

2:30 P.M.—Radio and Inter-Group Relations—Parlors L-M-O

Presiding: Marguerite Fleming, Assistant Director, Audio-Visual Department, St. Louis Public Schools

Topic: Developing Radio Programs in the Field of Human Relations

SPEAKERS

“What Inter-Group Situations Do Our Youngsters Face and What Should Be the General Approach to Such Problems?”

John Robinson, Research Associate for Center of Inter-Group Education, University of Chicago

“How Can Radio Help?”—Edwin F. Helman, Director of Radio, Board of Education, Cleveland

“What Are We Doing About It?”—Leo Shapiro, Director, Department of Education, Anti-Defamation League of B'nai B'rith, Chicago

PANEL

Ola B. Hiller, Director of Radio, Flint Public Schools
Joseph Lohman, Chairman, State Parole Board, Illinois

Mary G. Lusson, Director, Division of Curriculum Development, Chicago Public Schools

Eunice Mathews, Consultant in Teacher Training, Tennessee Agricultural and Industrial State College, Nashville

Mr. Helman

Mr. Shapiro

Mr. Robinson

Members of the audience are invited to share experiences with panel members, who are “resource-persons” rather than formal speakers.

3:00 P.M. Writing and Producing the Educational Radio Script—Grey Room

This session is planned as a "work-study" informal group where individual problems of both classroom and studio writing and production may be discussed and expert advice given. Tape recording illustrations.

Magnecord Tape Recorder, Courtesy: Mills Recording Co.

DISCUSSION LEADERS

Helen Stanley, Educational Program Writer
and

Ray Stanley, Educational Program Producer
Station WHA, University of Wisconsin

4:30 P.M. Association for Education by Radio—Executive Committee and Board of Directors—Semi-annual meeting.

8:00 P.M. Reception for New and Old Members of the Conference—All Members of the Conference are invited. Louis XVI Room.

Host: Mr. Arthur Freed, President, Freed Radio Corporation

**The Association for Education by Radio
Invites Your Membership**

Individuals \$ 3.00 annually

Sustaining \$15.00 annually



MEMBERSHIP APPLICATION

Association for Education by Radio
228 N. La Salle Street
Chicago 1, Illinois

I accept your invitation to become a member of the AER. I enclose my check in the amount of three dollars (\$3.00), for dues, 1949-1950.

Name_____

Address_____

City_____ Zone_____ State_____

Mail this blank; hand it to any member; or turn it in at the AER Booth in Exhibition Hall.

WEDNESDAY, OCTOBER 19

The School Broadcast Conference is pleased to share its time and facilities with allied organizations. Our goals are the same—a greater knowledge and wider use of the medium of radio in education. The SBC is happy to welcome the Illinois Congress of Parent and Teachers.

7:15 A.M. Welcome Travelers Broadcast with Tommy Bartlett—College Inn

One of the most popular early morning programs on the air (NBC-WMAQ). Prizes, fun, interviews. Tickets available at Registration Desk.

8:45 A.M. Registration for Those Not Previously Registered—Exhibition Hall

Visit the Educational and New Equipment Exhibits

9:30 A.M. Welcome—Parent Teacher Radio Representatives—I.C.P.T.—Ball Room

Presiding: Elizabeth E. Marshall, State Radio Chairman, Illinois Congress of Parents and Teachers

9:30 A.M. Discussion Group—Classroom Use of Radio—Crystal Room

Presiding: William M. Lamers, Assistant Superintendent, Milwaukee Public Schools

Broadcast at 9:45 A.M.—WBEZ and WIND

Adventures in Listening—"Time." Writer and Narrator: Paul K. Taff. Producer: Malcolm Reeves, Radio Council

PANEL

Members are "resource-persons" rather than formal speakers. The audience is invited to ask questions, state problems, relate radio-use experiences on all grade levels and subject areas.

Margaret J. Crowley, Community High School, Pekin, Illinois

Alice Eilenfeldt, Corkery School, Chicago

Lillian Novotny, Principal, Oriole Park School, Chicago

George Propeck, Principal, Roosevelt School, River Forest, Illinois

Mr. Taff

10:00 A.M. Radio and School Music—Louis XVI Room

Posting of the Colors—ROTC, Chicago Public Schools
The National Anthem, the Orchestra

Robert Kirsten, Columbia Records, Inc., Bridgeport, Conn.

Presiding: Doctor Helen Howe, Director of Music, Chicago Public Schools

THE ORCHESTRA

1. Overture to "Mignon".....Thomas
2. Dance of the Happy Spirits
from Orpheus and Eurydice.....Gluck
3. Meditation from "Thais".....Massenet
4. Danse MacabreSaint-Saens
5. My Old Kentucky Home.....Foster
6. American PatrolMeacham
7. El CapitanSousa

Courtesy: Chicago Federation of Musicians

James C. Petrillo, President

PANEL

Hazel E. Lloyd, Supervisor, Division of Music, Chicago Public Schools
Lureata Martin, Director of Vocal Music, Cabell County Schools, Huntington, West Virginia

Ruth Ann McKenna, Teacher, Goethe School, Chicago

David Nyvall, Jr., Radio Council—WBEZ

Paul Schneider, Chairman of Music Department, Lane Technical High School, Chicago

Claude B. Smith, Director, Instrumental Music, Evansville Public Schools, Indiana

12:00 Noon Annual Luncheon—School Broadcast Conference—Association for Education by Radio—National Association Educational Broadcasters—College Inn

Presiding: Richard B. Hull, President, NAEB

Speaker: Benjamin Fine, Education Editor, *New York Times*

"THE CRISIS IN AMERICAN EDUCATION"

Herold C. Hunt, General Superintendent of Chicago Public Schools, will introduce Doctor Fine
Citations in Annual Use of Radio Competition
Annual Award of Merit

2:15 P.M. Discussion Group—Classroom Use of Radio—Crystal Room

Presiding: W. E. Sugden, Director, River Forest Public Schools, Illinois

Broadcast at 2:30 P.M.—WBEZ and WJJD

Science Story Teller—"Kingdom of Oaks and Pines," by Julia Mary Hanna, Radio Council. Narrator: Malcolm Reeves with student members, Central Radio Workshop. Producer: Robert Almassey, Radio Council.

PANEL

Members are "resource-persons" rather than formal speakers. The broadcast today is merely the starting point. All subject areas and grade levels may well be considered. Audience is invited to ask questions, state problems, relate radio experiences.

Violet E. Johnson, Reilly Elementary School, Chicago

A. S. Moser, Director, Audio-Visual Education, Leyden Community High School, Franklin Park, Illinois

Robert C. Schimmel, Coordinator of Radio, Boston Public Schools, Massachusetts

John D. Whitney, Consultant in Science, Harris Teachers' College, St. Louis

Isabel Young, Bell Elementary School, Chicago
Miss Hanna

2:30 P.M. Documentary Techniques of Radio, Film and Television—Louis XVI Room

Presiding: Ralph Steetle, Director of Radio, Louisiana State University, Baton Rouge

BROADCAST DEMONSTRATION, 3:00 P.M.

"The Traffic Problem in Chicago." Writer: Skee Wolf. Producer: Bev Dean, CBS-WBBM. Narrator: Fahey Flynn, CBS-WBBM. Students from Central Radio Workshop.

The broadcast demonstration aptly illustrates the possibility of cooperation between schools and local stations in the presentation of documentary materials, pertinent to their own community.

PANEL

Kenneth G. Bartlett, Syracuse University, Syracuse, N. Y.

Glenn Burch, Executive Secretary, American Film Council, Chicago

Ben Park, Director, Radio Division, Chicago Industrial Health Association—"It's Your Life"—WMAQ

Reinald Werranrath, Chief of Field Operations, WNBO-NBC-TV, Chicago

R. H. Shreve, Appleton Public Schools, Wisconsin

Paul C. Reed, Director, Radio-Visual Education, Rochester Public Schools, New York

Mr. Dean

Mr. Flynn

2:30 P.M. ICPT—District Radio Roll Call and Workstudy Group—Parlors L-M-O

General open discussion—an opportunity to bring *local Parent-Teacher radio problems* before a panel of experts.

3:15 P.M. ICPT—How to Organize Your P-T Radio Workshop—Parlors L-M-O

DEMONSTRATION

For beginning Parent-Teacher groups. Will include procedure from auditions of elementary and high school students and adults through simple spot announcements, short dramatic skits, and a broadcast presentation. A "how-to-do-it" session.

4:30 P.M. Association for Education by Radio—Louis XVI Room

Open meeting—All members of the Conference invited

8:00 P.M. How Can Local and National Organizations Working Together Strengthen All Phases of Radio?—Louis XVI Room

Presiding: Richard B. Hull, Director of Radio, Iowa State College; President, National Association of Educational Broadcasters

PANEL

Kathleen N. Lardie, Detroit Public Schools—WDTR
(Representing School Producing Groups)

Merrill Lindsey, WSOY, Decatur, Illinois Broadcasters Association

(Representing the Community Station)

Allen Miller, Washington State College—KWSC

(Representing the College Station)

Robert K. Richards, National Association of Broadcasters (Representing the Radio Industry)

Mrs. A. Saperstein, Director, Chicago Region, PTA
(Representing local Parent-Teacher groups)

Margaret Stoddard, Cedar Rapids Radio Council
(Representing organized listener groups)

Tracy F. Tyler, Associate Professor of Education, University of Minnesota, Editor, *AER JOURNAL*
(Representing Association for Education by Radio and Association of Land-Grant Colleges)



**HAVE YOU VISITED THE
EDUCATIONAL and NEW EQUIPMENT
EXHIBITS?**

Exhibition Hall—Mezzanine Floor

LEATHER BREECHES



WJJD 10:45 a.m. WBEZ 10:45 a.m.

WBEZ 2:30 p.m.

Every Thursday, beginning October 13th

**Proudly presented by the Junior League of
Evanston and the Chicago Radio Council.**

(Teacher's manuals on request—Junior League School Radio
Programs—2601 Sheridan Road—Evanston, Illinois.)

The story of a boy who learns his lessons of citizenship, history and community living from life in the early days of the Southwest. The authentic geographical and historical background of this story give it great school value and the excitement of the ruddy frontier experiences keep the students eager for the listening hour!

THURSDAY, OCTOBER 20

The School Broadcast Conference is happy to welcome members of
The Association of Women Broadcasters—NAB—9th District.

9:00 A.M. Registration for Those Not Previously Registered—Exhibition Hall

Visit the Educational and New Equipment Exhibits

10:00 A.M. Effective Listening in School and Home—Crystal Room

Posting of the Colors, ROTC, Chicago Public Schools
Presiding: I. Keith Tyler, Ohio State University

It has been said that "listening is the forgotten area of communications." This meeting will point up: The need for good listening, how good listening habits may be formed, the pleasure derived from truly knowing how to listen. Members of the audience are invited to participate in the discussion.

DISCUSSANTS

Harold A. Anderson, Assistant Professor of Education, University of Chicago

Evelyn Carlson, Principal, Carter Elementary School, Chicago

Dilla W. MacBean, Director of Libraries, Chicago Public Schools

Claribel Nayder, Assistant Principal, Brenan Elementary School, Chicago

Burton Paulu, Manager, Station KUOM, University of Minnesota

Clifton F. Schropp, Director of Curriculum Development, Des Moines Public Schools

Association of Women Broadcasters

10:30 A.M. Never Underestimate the Power of the Radio Woman—Parlors L-M-O

Presiding: Judy Logan Dean, Director of Women's Activities, WAAF, Chicago

This meeting will consider "new interests for the woman broadcaster."

PANEL

Gloria Chandler, Gloria Chandler Productions, New York

Martha Crane, WLS, Chicago

Mary L. Dilley, WCVS, Springfield

Ruth Harshaw, "The Hobby Horse Presents", WMAQ, Chicago

Kathleen N. Lardie, Manager, Station WDTR, Detroit

Olive McHugh, Radio Consultant, United Nations

Betty Ross, Assistant in Education and Public Service, NBC—Chicago

12:00 Noon Annual Luncheon—District 9—Association of Women Broadcasters (Open to the Public—Gentlemen Welcome!)—College Inn

Presiding: Elizabeth E. Marshall, Director, 9th District—AWB

GUESTS

The Hon. Frieda B. Hennock, Commissioner, Federal Communications Commission

Charles Caley, WMBD, Peoria, Director, 9th District, National Association of Broadcasters

Robert K. Richards, Director, Public Relations and Publications, National Association of Broadcasters

Film: HOW TO TURN PEOPLE INTO CUSTOMERS—Courtesy, WJJD, Chicago

12:00 Noon Annual Luncheon—Rockefeller Foundation Fellows in Radio—Emerald Room

Guest: John Marshall, Assistant Director of Humanities, Rockefeller Foundation, New York

2:00 P.M. Community Organizations and School Radio Production—Crystal Room

(Sponsored by the Association of the Junior Leagues of America)

Presiding: Mildred Collins, Radio Consultant, Association of Junior Leagues

Broadcast at 2:30 P.M.—WBEZ and WJJD

Leather Breeches, "The Contrary Cook," by Ruth Hunnicutt; originally produced at Radio House, University of Texas, Thomas D. Rishworth, Director. For this production: Cast from the Central Radio Workshop, Robert R. Miller, Producer. In cooperation with the Evanston Junior League.

The problems of community organization and school productions are pertinent not only to the Junior League. All community organizations interested in working with school producing groups will benefit from this session.

Members of the audience are invited to participate in the discussion, relate their "production" experiences, and present their problems for general consideration.

PANEL

Opalee Barnard, Director of Radio, Cedar Rapids Public Schools

Marguerite Fleming, Assistant Director, Audio Visual Department, St. Louis Public Schools

Mrs. George Milnor, Chairman, School Broadcasting, Evanston Junior League

Martha Way, Saginaw Junior League

Galeta M. Kaar, Principal, Peabody Elementary School, Chicago

2:30 P.M. Operating the Educational Station—Grey Room

Presiding: Worthington Gregory, Manager, WSHS, Sewanhaka High School, Floral Park, New York

PANEL

Edward Rasp, State Teachers College, Montclair, New Jersey

George Johnson, Director, Radio Educational Programs, Indiana University

Harry Lamb, Director, Station WTDS, Toledo Public Schools

Margaret Tyler, Director, School of the Air, WOSU, Ohio State University

Panel members are "resource-persons" rather than formal speakers. Members of the audience are invited to participate in the discussion—ask questions, present problems, relate their own experiences.

2:30 P.M. AWB—Business Meeting—9th District Members Jade Room

2:30 P.M. The In-School Radio Workshop—Parlors L-M-O
Presiding: Olivia Marchand, Station KCRW, Santa Monica City Schools

DEMONSTRATION

Student members of the Lakeview High School Radio Workshop, Clara Adroga, Director

"What Workshop Training Has Meant to Me"
Richard Thorne, Staff Announcer
Station WGN, Chicago

PANEL

Theron A. Catlin, Director of Radio, Sumner High School, St. Louis, Missouri
Ola B. Hiller, Director of Radio Education, Flint Public Schools
Armand Hunter, Chairman, Department of Radio-Speech-Theatre, Temple University, Philadelphia
Emily A. M. Peterson, Teacher, Bateman Elementary School, Chicago
Mabel Rademacher, Director, Radio Workshop, Lindblom High School, Chicago

4:00 P.M. "Welcome Travellers"—Crystal Room
Presiding: Edwin Helman, Director, Station WBOE, Board of Education, Cleveland, Ohio

TRAVELLERS

Vickey Corey, KDKA, Pittsburgh
Franklin Dunham, U. S. Office of Education
Kathleen N. Lardie, Detroit Public Schools
Myrtle Stahl, Director of Education, WGN, Chicago
Judith Waller, National Broadcasting Company
Josephine Wetzler, WLS—Schoolltime

7:30 P.M. Advancements in Television for Educational Purposes—Louis XVI Room
Presiding: Lester J. Schloerb, Director, Bureau of Instruction Materials, Chicago Public Schools

SPEAKERS

"The Philadelphia TV Story"—Gertrude Novokovsky, Radio Assistant, School-Community Relations, Philadelphia Public Schools
"A Sociologist Looks at Television"—Donald Horton, Department of Sociology, University of Chicago

DEMONSTRATIONS

VERICON—a system of "closed-circuit" television—William Phillips, Remington-Rand Company

"Eclipses and Their Causes"—Grades 5-8
John Sternig, Assistant Superintendent, Public Schools, Glencoe, Illinois

PROJECTED TELEVISION for the classroom—General Precision Laboratory—Blair Foulds, Engineer

Additional TV equipment—Courtesy American Television School

The Program Committee

Donald Cawelti, Winnetka Public Schools
Franklin Dunham, U. S. Office of Education
Donley Fedderson, Northwestern University
Armand Hunter, Temple University
Edwin Helman, Cleveland Public Schools
Kathleen N. Lardie, Detroit Public Schools
James Macandrew, New York City Schools
Harold B. McCarty, University of Wisconsin
Allen Miller, Washington State College
Clarence Morgan, Indiana State Teachers College
James Morris, Oregon State College
William Sener, University of Southern California

The **Advisory Committee** is made up of radio administrators and educators throughout the nation. The Committee numbers sixty-five and meets twice yearly.

The Executive Committee

Judith Waller, Director of Public Affairs and Education,
Central Division, National Broadcasting Company, Chicago

Elizabeth E. Marshall, Assistant Director, Radio Council—
WBEZ, Chicago Public Schools

George Jennings, Director of the Conference, 228 N. La Salle
Street, Chicago 1, Illinois

. . . For Your CONFERENCE NOTES . . .

Have You Used These Public Service Programs?

AGRICULTURE.....	Town and Farm National Farm & Home Hour
CIVICS	Reporter-At-Large In Our Town—News on the Spot
CURRENT AFFAIRS....	86 News and Commentary Broadcasts Every Week
DRAMA.....	Radio City Playhouse Theatre Guild on the Air
GEOGRAPHY.....	Report on America The Food Magician
HISTORY.....	Cavalcade of America
INTERNATIONAL RELATIONS.....	U.N. Story
LITERATURE.....	University Theatre Hobby Horse Presents
MUSIC.....	Railroad Hour—Voice of Firestone Telephone Hour—Band of America Harvest of Stars—American Album
MUSIC APPRECIATION.....	NBC Symphony Boston Symphony Dress Rehearsal Promenade Concert—400 Hour
POLITICAL SCIENCE.....	Report to the People America United—Pro and Con
RELIGION.....	Catholic Hour—Day's End Eternal Light—Radio Pulpit
SOCIAL STUDIES.....	Public Affairs University of Chicago Round Table
SOCIOLOGY.....	Living, 1949 Destination Freedom

W M A Q
CHICAGO ★ DIAL 670

All Programs Simultaneously on WMAQ-FM, 101.1 Mc.

Write WMAQ for free monthly Public Service Program Bulletin



Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

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